

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-26. (Canceled)

27. (Previously Presented) A device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

 a memory medium containing executable program instructions which, when executed by a processor, provide:

 a system settings module, the system settings module permitting the salesperson to select at least one target item in a plurality of on-line communication channels between an individual customer to which the salesperson is assigned and the employer of the salesperson;

 a channel monitor, the channel monitor adapted for monitoring the on-line communication channels between the customer and the employer of the salesperson, the channel monitor further adapted for analyzing the content of communications on the on-line communication channels for communications with the customer and that include content matching with communications containing the at least one target item selected by the salesperson, the channel monitor further adapted for generating notifications to the salesperson for the communications containing the at least one target item; and

a report generator, the report generator adapted for receiving a query from the salesperson and reporting a notification history relating to communications containing the at least one target item selected by the salesperson and matching parameters of the query.

28. (Previously Presented) The device of Claim 27 further comprising: a first authorization unit, the authorization unit adapted for requesting salesperson information prior to permitting access to the system settings module or the report generator.

29-30. (Cancelled)

31. (Previously Presented) The device of Claim 27 wherein the on-line communication channels comprise a public on-line communication channel or a restricted on-line communication channel.

32. (Original) The device of Claim 27 wherein the communication is between the customer and a representative of the employer or the customer and a customer peer.

33. (Cancelled)

34. (Original) The device of Claim 27 wherein target items comprise alphanumeric characters, alphanumeric strings, emoticons, names of product offerings or codes.